

STAYING GREEN

January 2007

A NEW LOOK HAS ARRIVED!

Give these new cards to customers and clients the next time they want to know what it means to be a Green Business! They have our new tagline, Envi-

ronmental Values at Work. We ordered thousands more for those of you wanting to take advantage of our incredibly low price. Just let me know if you

need more. In May we'll let you know about personalizing the cards—cost & how to order. We will also be printing our directories using this artwork.

GREEN TIPS.....



NEED TO CLEAN BUT CONFUSED ABOUT THE BEST PRODUCTS TO USE? The answer to this will continually evolve, but try to keep it easy. I'm actually sending you an article out of Plenty magazine. They interviewed a number of cleaners and included their responses. These products are not available at the big office stores, but are at all of our Green Business grocery stores. Remember that the term "non-toxic" only means that it's not toxic to humans—but could be very toxic to aquatic life. At www.stopwaste.org/docs/janitorial_cleaning_products.pdf you will find a good fact sheet done by a local (contd. on back)

"I'm fortunate enough to be in a position where I can make a difference and that is what I intend to do. If I can help make the environment better through my work, then I have accomplished something not only for our restaurant but for the future of my children and even my grandchildren."

Frank Palmer
Executive Chef Bing
Crosby's
Restaurant

MARKETING GREEN BUSINESSES

We've gone through a year's worth of work at the regional Bay Area level, working with a PR firm, to determine how best to market the Green Business Program given our limited funds. Two strategies won: (1) Revamping the website—making it easier to search for businesses, having downloadable market-

ing pieces on the web for you (as well as marketing ideas), and having program information and quotes for the media for their stories. (2) The other was marketing the program through Green Businesses, which is a strategy we've begun locally. We've already begun this with

these cards, and are also unveiling our new tagline, or slogan, Environmental Values at Work.



GETTING TO KNOW OUR GREEN BUSINESSES: CANYON CONSTRUCTION

While craftsmanship was the primary focus of Canyon Construction when they began in 1966, building green was quickly added—in 1969, when such a concept was a rarity. That was when their first sod-roof, recycled-content home was built. Now, they are widely known as green builders, and are seeking LEED Platinum certification for their new office in Moraga. They now have three LEED-certified & 15 NARI-certified green builders, and more importantly, believe their work to be important to the welfare of our planet.

Examples of their green

building practices include using high volume fly ash concrete, cellulose insulation, FSC certified wood and rapidly renewable materials, installing solar energy, using techniques to increase indoor air quality and energy efficiency, and managing waste to reduce what goes to the landfill.

With the unprecedented growth of green building (in 2006, California saw a 60% increase in green building contractors!), Canyon Construction has made a conscious effort to contribute to their community by sharing their knowledge with others. They participate



PV panels are one of many green building practices.

in seminars and events on green building practices, coupling them with high standards of building and customer satisfaction. And while they are sharing, they are also *learning*—all with the overriding goal of building in an ecologically responsible way.

GREEN TIPS (CONTD.)

partner. For those of you who contract out for janitorial services, the last three pages of this factsheet have a boilerplate contract for you to use. And you can always call us for more information on specific cleaning situations!

WELCOME NEW 2005 GREEN BUSINESSES!

☐ Remember to support your fellow Green Businesses!

Advanced Office Systems,
Concord
Canyon Construction,
Moraga
Central Foods, El Sobrante
D & D Security Resources,
Lafayette
Daily Digital Imaging,
Pleasant Hill
Elbow-Grease Cleaning
Service, Kensington
Ellen Potthoff, DC, ND,
Martinez
Hospital Systems, Pittsburg

Innersense Organic Beauty,
Walnut Creek
JP Construction, Richmond
Lafayette Clinic of
Oriental Medicine
Lawrence Technologies,
Pittsburg
Leshner Regl Ctr for the
Arts, Walnut Creek
Marvin Gardens Real
Estate, El Cerrito
Michael Kent & Assoc., San
Pablo
PetSport USA, Pittsburg

Rivertown Resource Ctr/
Delta 2000, Antioch
Robert Becker, Inc., Orinda
Sugi Health & Fitness,
Pleasant Hill
Tax Buddha, Richmond
The Athenian School,
Danville
The Center for Health
Design, Concord
The Urban Farmer Store,
Richmond
Wette Music, El Sobrante

WHAT'S UP IN THE PROGRAM?

► **Email List**—I have email addresses for most of you, but if you're in doubt, email it to me. That's how we ordered the cards for all of you.

► **Recertifications**—For those of you who have been in the program for at least six years, we will now be sending out one person to do the entire checklist for energy, water, solid waste & pollution prevention. Compliance will remain the same as always.

► **New Green Magazines**—This is a good thing, but they seem to be proliferating. My favorites are *Plenty* and *Sustainable Industries* (not at all just for "industries"). Just Google either. *Plenty* is on the newsstands.

► **Numbers**—We're up to 270 Green Businesses in our county, and about 800 in the Bay Area!

